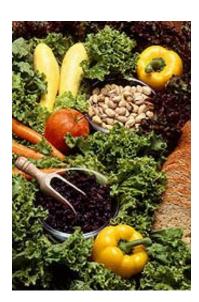
"Encouraging the development, promotion, and expansion of direct marketing"

The Farmers Market Promotion
Program was created through a 2002
Farm Bill amendment of the Farmerto-Consumer Direct Marketing Act of
1976. This program provides nonconstruction grants that target
improvements and expansion of
domestic farmers' markets, roadside
stands, community-supported
agriculture programs, agri-tourism
activities, and other direct producerto-consumer market opportunities.



FMPP invests in direct marketing with support for:

- Advertising & market promotion
- Bringing local farm products into federal nutrition programs
- Consumer education and outreach
- Equipment purchase, transportation & delivery
- Agri-tourism
- Waste management & green technologies
 - Training farmers in business planning, record keeping and rules & regulations
 - Market start-up, expansion & strategic planning



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FARMERS MARKET PROMOTION PROGRAM



www.ams.usda.gov/FMPP

U.S. Department of Agriculture Agricultural Marketing Service



The Farmers Market Promotion
Program (FMPP) is administered by
the Marketing Grants and Technical
Services Branch of the Marketing
Services Division within the
Agricultural Marketing Service (AMS).
An annual, competitive grant
program, FMPP is designed to assist
successful applicants in promoting
domestic consumption of agricultural
commodities by expanding direct
producer-to-consumer marketing
opportunities.

Approximately \$10 million was made available for FMPP for Fiscal Year 2012. U.S. Territories may apply including Puerto Rico, American Samoa, U.S. Virgin Islands, Commonwealth of the Northern Mariana Islands and Guam.

Eligible Entities

- Agricultural Cooperative
- Producer Network
- Producer Association
- Local Government
- Nonprofit Corporation
- Public Benefit Corporation
- Economic Development Corporation
- Regional Famers Market Authority
- Tribal Government

Individuals are not eligible to apply.

Grant Details

Grant awards may not exceed \$100,000. Matching funds are not required. AMS announces awards in the fall and funds will become available beginning in October. Projects must be completed within 24 months.

An applicant that has received an FMPP grant must "sit out" the next funding cycle, i.e., if the grant is awarded in FY2011, the applicant may not reapply until FY2013.

Applying for an FMPP Grant

Pre-Application Guide

The application process to obtain an FMPP grant takes energy and organization, and we've developed a tool to help you decide if you are ready to apply for an FMPP grant before you start. This Pre-Application Guide can also help you gather the information and resources you will need to complete the application and, ultimately, help you implement your project.

The **FMPP Guidelines**, also available at www.ams.usda.gov/FMPP, will give you information about:

- Who is eligible to apply for funding.
- What activities FMPP can and cannot fund.
- Application guidance and requirements.
- Project evaluation criteria.
- Post-award administration of an FMPP grant.

Visit www.ams.usda.gov/FMPP for these and other useful tools on how to apply for a FMPP grant, or contact us at 202.720.0933.